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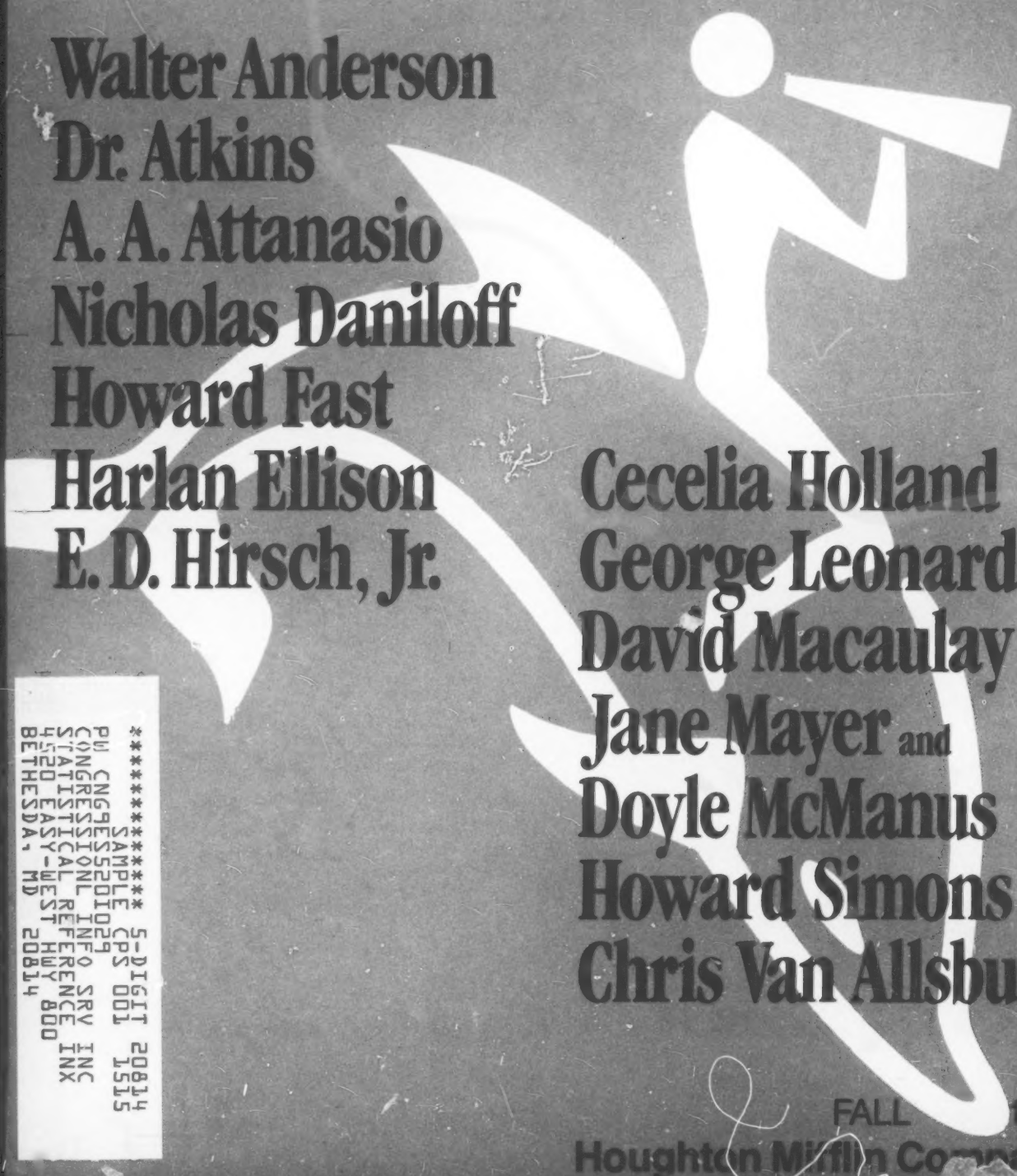
Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING JULY 1, 1988 $2.50



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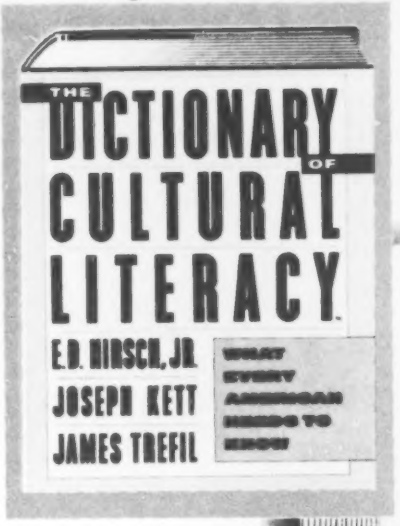
Last year, a bestseller called Cultural Literacy raised a lot of important questions. This year's bestseller has all the answers.



Complete, easily understood definitions of each entry

Clear explanations of the *cultural* meaning of each entry

ASTROLOGY

The Bettmann Archive

KING ARTHUR. *A woodcut depicting King Arthur and the wizard Merlin paddling toward the sword Excalibur. Queen Guinevere remains ashore.*

wizard MERLIN, the enchantress Morgan le Fay, Queen GUINEVERE, and Arthur's enemy and son, Modred, who brought about his downfall. According to some legends, Arthur sailed to a mysterious island, Avalon, at the end of his life; some stories say that someday he will return. The legends of Arthur may have originated with an actual chieftain named Arthur who lived in Wales in the sixth century, but the many retellings have taken the story far away from its original place and time. Because of the belief that he will return, he is sometimes called "the once and future king."

astrology A study of the positions and relationships of the sun, moon, stars, and PLANETS in order to judge their influence on human actions. Astrology, unlike ASTRONOMY, is not a scientific study and has been much criticized by scientists. (*See also* ZODIAC.)

Athena (Roman name MINERVA) The Greek and Roman goddess of wisdom. She had an unusual birth, springing fully grown out of the forehead of her father, ZEUS. Athena was one of the goddesses angered by the JUDGMENT OF PARIS of TROY, and she therefore helped the Greeks in the ensuing TROJAN WAR. Eventually she became the protector of ODYSSEUS on his journey home.

❧ Athena was the guardian of the city of ATHENS, her namesake.

Atlantis A kingdom in CLASSICAL MYTHOLOGY. According to legend, it was once an island in the Atlantic Ocean, was swallowed up in an earthquake, and is now covered by the sea.

Atlas In CLASSICAL MYTHOLOGY, a TITAN famous for his strength. After the defeat of the Titans by ZEUS, Atlas was condemned to support the earth and sky on his shoulders for eternity.

❧ Since the sixteenth century, pictures of Atlas and his burden have been used as decorations on maps. Accordingly, the word *atlas* is used for a book of maps. (He is usually pictured holding up the earth rather than the sky.)

Augean stables (aw-JEE-uhn) Stables that figured in the Greek myth of the Labors of HERCULES. They belonged to King Augeas, housed a large herd of cattle, and had not been cleaned for years. Hercules was ordered to clean out these filthy stalls. He did so by diverting the course of two rivers so that they flowed through the stables.

❧ By extension, to "clean the Augean stables" is to clean up a large amount of physical filth or moral corruption, or to accomplish any large, distasteful, and arduous job.

Bacchus (BAK-uhs) The Greek and Roman god of wine and revelry. He is also known by the Greek name DIONYSUS.

❧ In painting, Bacchus is often depicted eating a bunch of grapes and surrounded by SATYRS. ❧ The followers of Bacchus were called bacchants. After overindulging in wine, they danced wildly and tore animals, and sometimes people, to pieces. ❧ A "bacchanalian" party or feast is marked by unrestrained drunkenness. The name recalls a Roman festival called Bacchanalia, held in honor of Bacchus, and marked by drunken orgies.

Blarney Stone A stone in the wall of Blarney Castle in IRELAND. According to an Irish legend, those who kiss the Blarney Stone receive a gift of eloquence that enables them to obtain, through persuasion, anything they want.

❧ People who talk "blarney" are saying things they do not mean. Usually the expression *blarney* is applied to flattery designed to gain a favor.

Brünnhilde (BROOHN-hil-duh) A character in NORSE MYTHOLOGY, also known by the name Brynhild. Brünnhilde, a Valkyrie, or woman servant of ODIN, loved the hero Siegfried. After she found out

Pronunciations for difficult or unfamiliar terms

Suggestions for further investigation

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Publishers Weekly

VOLUME 234 NUMBER 1
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

JULY 1, 1988

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SALES OFFICES: Cahners Publishing Company, 249 W. 17th St., New York, N.Y. 10011 (212-645-0067): Stephen M. Chasen (212-463-6810); Holly Malekian (212-463-6809) Lynn Myers (212-463-6811). **MIDWEST:** Edward Associates, Morton Grove, Ill. 60053 (312-470-1777); **SOUTH:** Robin Mays, 2975 Christophers Court N.E., Marietta, GA 30062 (404-977-9372). **WEST:** James K. Levitt and Associates, Inc., 11921 Vose St., North Hollywood, Calif. 91605 (818-764-5101). **NON-U.S.A. representatives:** Canada: Claude Choquette, Montreal-Contacts/The Rights Agency, Montreal and Toronto. France, French-speaking Belgium and French-speaking Switzerland: Eliane Benisti, Paris, France. Germany, Austria, Flemish-speaking Belgium and German-speaking Switzerland: Barbara Malmsheimer, Zurich, Switzerland. Italy: Dennis Linder, Agenzia Letteraria Internazionale, Milan. Japan: Tom Mori, Tuttle-Mori Agency, Tokyo. Scandinavia and The Netherlands: Lennart Sane, Lennart Sane Agency, Karlshamn, Sweden. Spain, Portugal and Latin America, including Brazil: Carmen Balcells, Barcelona, Spain. United Kingdom and Ireland: Tracey Lehane, Cahners LTD. London. Publishers Weekly reserves the right to make its own independent judgment as to the acceptability of advertising copy and illustrations in advertisements. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. Offers to sell products that appear in Publishers Weekly are subject to all laws and regulations and are void where so prohibited.

Midwest Booksellers Fear Effects of Drought

The driest spring since the Dust Bowl days of the 1930s has some Midwest booksellers praying for rain.

Ellie Potts, owner of the Prince & Pauper Bookstore, Rapid City, S.D., echoed the concern of many book retailers with stores in dry agricultural areas when she commented: "People in this community have to spend their money on their animals. That's the number-one priority. Anything else comes second to trying to keep the herds together and holding on to the farmland."

Similarly, Barb Borene, owner of Borene Bookstore in Willmar, Minn., said, "I think things are on the edge right now. Everything will depend on the weather. If we get a little bit of rain, enough to see the crops through, we'll be okay. I hope."

Dalton Reports Drop

While most booksellers contacted by *PW* reported that sales had not dropped so far, Mary Lilja, spokeswoman for B. Dalton Bookseller, stated that Dalton's regional managers in the farming areas of Minnesota, North Dakota, South Dakota and Iowa have indicated that business is down and fear a long-term effect in the drought areas.

"Rain brings farmers into malls," Lilja said. "It's cloudy today, and we're all keeping our fingers crossed."

As for business conditions, Potts in Rapid City said, "We really haven't seen a difference yet, but that's probably only because we're a tourism town near Mt. Rushmore so our summer sales are usually up." She noted, however, that the town is nonetheless dependent on its farmers and "I know we'll feel it here in the fall if the weather doesn't start changing."

Donna Henrich of the Bookseller in Cherokee, Iowa, stated that the drought "hasn't hurt the store . . . at least not yet."

If Rains Don't Come . . .

In the same vein, Edith Greenstone, a partner of Book People, Sioux City, Iowa, reported no decline in business so far. However, she said, "It's well over 100 degrees now and very uncomfortable. If the rains don't come soon, if the economy suffers, we all will suffer."

Already there have been declarations of emergency in the Midwest, the South and the Great Plains. Rains within the next few weeks could yet save summer crops, but meteorologists have no indication of whether such relief will come in time.

The Secretary of Agriculture, Richard E. Lyng, has declared 1000 counties in 21 states drought disaster areas. In addition to the lack of water, heat and wind—as in the Dust Bowl era—are damaging farms.

Henrich in Cherokee, Iowa, reported that her area has been "very, very lucky. Last week we got half an inch of rain, and we've had 3/10ths here and 5/10ths there practically every week for the past two months so we're hanging in there." Like many across the central part of the country, she says, "We've got our fingers crossed."

—JOHN MUTTER AND MAUREEN J. O'BRIEN

House Votes Funds for Nonprofit Mail and Education Progams

The House of Representatives voted 301–96 June 14 in favor of an appropriations bill that would give the U.S. Postal Service $436.4 million to subsidize nonprofit mail.

The figure, for fiscal year 1989 that begins October 1, is well below the current level of $535 million, but the Reagan administration had sought to eliminate the portion of the subsidy that allows books to be sent to and from libraries at less than cost.

In explaining the figure to his colleagues, Rep. Edward Roybal (D., Calif.), chairman of the appropriations subcommittee that handles postal matters, said, "This appropriation will permit the Postal Service to maintain current postal rates for preferred-rate mailers until the end of fiscal year 1989."

The administration had opposed the funding right up to the vote. It had asked that if there were to be any continuation of the funding, termed "revenue forgone," that it be held to the level appropriated for fiscal year 1987, or $350 million.

In its comments on the legislation, the administration called the revenue forgone "inappropriate subsidies for certain classes of mailers" and mentioned trade associations and others who qualify as nonprofit organizations that can use the subsidized postage rates.

Otherwise, little more was said during House debate on the "revenue forgone" subsidy, which even its supporters acknowledge is slipping into obscurity.

Education Appropriations

Following up on the authorization package it approved earlier this year, the House of Representatives appropriated billions of dollars for several education programs in the next fiscal year.

The appropriations bill, which goes to the Senate for action, earmarks $4.66 billion for elementary and secondary programs, $97.6 million more than the Reagan administration requested and $335.8 million more than appropriated for the current fiscal year that ends September 30.

In addition, the measure contains $142.6 million for federal library assistance, $66.6 million more than the president requested, and $7.5 million more than this year.

For vocational and adult education, which includes an increased emphasis on literacy programs, the bill appropriates $1.1 billion for the year beginning October 1. That is $60.8 million above the administration's request and $76.8 million more than this year.

Bilingual and immigrant education received $201.8 million in the measure, education for the handicapped $1.9 billion, and higher education $577.3 million. Student aid, which allows more students to attend college than otherwise could afford to enroll, is funded at $5.9 billion in the bill, an increase of $363 million over fiscal year 1988 funding.

Also included in the bill is $8.5 million for the Reading Is Fundamental inexpensive book distribution program, an increase of nearly $1 million over the current level. —HOWARD FIELDS

AAP Sales Report for April

Category	% change, April	% change, YTD
Adult hardcover	4.1	2.3
Adult paperback	-6.9	10.7
Juvenile hardcover	12.8	15.9
Juvenile paperback	21.0	31.9
Univ. Pr. hardcover	-3.4	12.8
Univ. Pr. paperback	-10.8	14.8
Bibles, etc.	-5.2	-7.0
Mass market paperback	21.2	11.4
Book club	12.6	3.8
Mail order	18.5	3.6
Sci-tech	-13.8	4.0
College texts	16.7	2.9
School texts	22.5	11.3

THE DESSAUER REPORT

BY JOHN P. DESSAUER

Heavy Returns Dampen First Quarter Sales

ESTIMATED PUBLISHERS' NET BOOK SALES — FIRST QUARTER 1988

Millions of Dollars and Units

	1988 Jan.–Mar.		1987 Jan.–Mar.		% Change	
	$	#	$	#	$	#
Trade	986.8	204.09	867.3	193.54	13.8	5.4
Adult Hardbound	495.6	67.37	464.5	69.16	6.7	(2.6)
Adult Paperbound	271.8	59.64	226.1	57.14	20.2	4.4
Juvenile Hardbd.	148.3	41.07	125.5	35.53	18.2	15.6
Juvenile Paperbd.	71.0	36.00	51.1	31.71	38.9	13.5
Religious	172.0	29.96	162.1	32.10	6.1	(6.7)
Hardbound	123.0	13.63	115.2	14.58	6.8	(6.5)
Paperbound	49.0	16.32	46.9	17.53	4.4	(6.9)
Professional	817.3	55.74	746.8	51.84	9.4	7.5
Hardbound	529.8	17.22	489.6	16.90	8.2	1.9
Paperbound	287.6	38.52	257.2	34.94	11.8	10.2
Book Club	211.0	32.43	208.6	35.10	1.2	(7.6)
Hardbound	176.8	12.91	174.6	14.03	1.3	(8.0)
Paperbound	34.2	19.52	34.1	21.07	0.4	(7.3)
Mail Order Pubins.	164.6	32.77	165.5	33.20	(0.5)	(1.3)
Mass Market Paperbd.	377.8	218.41	348.9	214.04	8.3	2.0
University Presses	31.9	2.47	27.7	2.47	14.9	(0.3)
Hardbound	23.1	1.00	20.1	1.00	15.2	0.2
Paperbound	8.7	1.47	7.6	1.48	14.0	(0.6)
Elhi Text	130.8	15.37	123.4	16.66	6.0	(7.7)
Hardbound	74.0	6.08	70.5	6.52	5.0	(6.7)
Paperbound	56.8	9.29	52.9	10.14	7.3	(8.3)
College Text	248.9	20.12	241.7	19.43	3.0	3.6
Hardbound	211.6	13.88	204.8	13.32	3.3	4.2
Paperbound	37.4	6.24	36.9	6.11	1.2	2.0
Subscription Ref.	49.0	0.12	48.7	0.12	0.8	(4.4)
Total	3,190.2	611.47	2,940.6	598.50	8.5	2.2

It was inevitable, after a banner year like 1987, that consumer sales growth would moderate. Still, the industry would have enjoyed a very impressive first quarter had not returns been exceptionally heavy in several key categories. According to AAP reports, first-quarter returns of Adult Hardbounds topped last year's levels by 19%, while those of Juvenile Paperbounds rose by 23%, those of Book Club by 39%, and Professional Book returns increased by 20%. As a result what would have been healthy increases for some of these categories became only moderate gains. Juvenile Paperbounds still led the industry in dollar sales growth, however, and Professional Books came back strong after a disappointing fourth quarter in 1987. On the other hand, Mail Order Publications still languished even though their returns rate declined. Juvenile Hardbounds led in unit sales gains, and Adult Paperbounds and University Presses also posted impressive increases.

ESTIMATED DOMESTIC CONSUMER EXPENDITURES ON BOOKS — FIRST QUARTER 1988

Millions of Dollars and Units

	1988 Jan.–Mar.		1987 Jan.–Mar.		% Change	
	$	#	$	#	$	#
General Retailers	1,525.1	220.80	1,360.5	211.68	12.1	4.3
College Stores	1,066.7	99.19	1,035.7	95.93	3.0	3.4
Libraries & Institutions	352.3	22.94	322.7	22.79	9.2	0.7
Schools	267.8	31.85	251.5	34.50	6.5	(7.7)
Direct to Consumer	528.1	61.14	519.2	64.61	1.7	(5.4)
Other	120.8	47.05	98.4	41.58	22.7	13.1
Total	3,860.8	482.97	3,587.9	471.09	7.6	2.5

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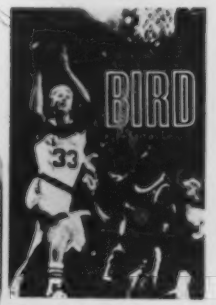

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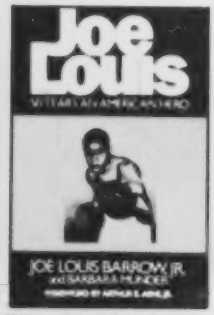

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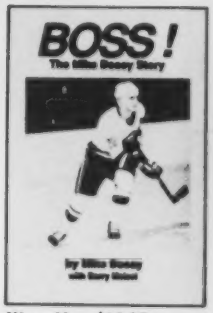

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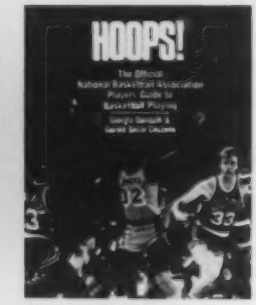

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Publishers Weekly

VOLUME 234 NUMBER 3
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

JULY 15, 1988

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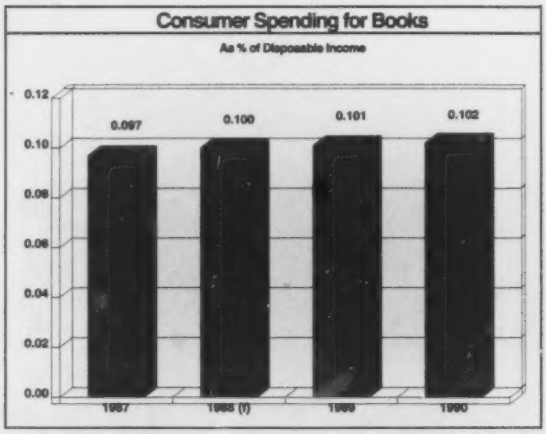

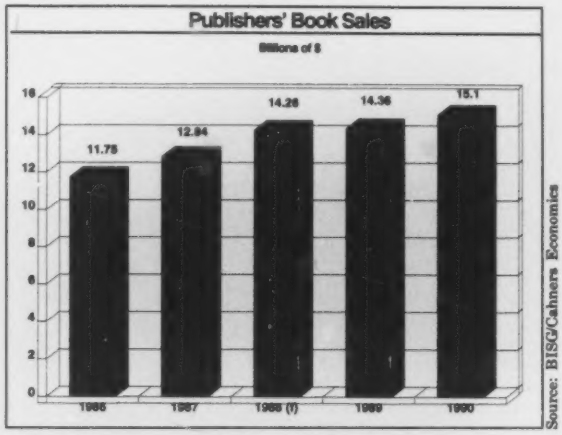

Forecasters Say Book Sales Will Rise 5.2% by 1990

But: Paperbacks, bedeviled by 'disintegrating' wholesale business where returns reached 56%, will stay flat

What lies ahead for the book industry as the decade ends? According to a group of prognosticators at the recent Book Industry Study Group-*Publishers Weekly* Trends Seminar 1988, the news is more good than bad.

Leading off at the June 28 meeting, Kermit Baker, director of economics for Cahners Publishing Co., described the general economic picture as stable with steady but small growth in the next few years. While he did forecast slower growth in overall consumer spending as the decade winds down, particularly in higher priced goods, he offered indicators that pointed to a brighter future for books.

Key is the changing demographics and the fact that the highest percentage of the population growth is in the 45- to 54-year-old group, a positive for book sales. "The cocooning trend with more home-oriented activities" will also fuel book sales, Baker predicted. Total book sales in 1989 will reach about $14.3 billion, a very small increase over 1988 sales (0.7%), but growth the year after should mean about $15.2 billion, a 5.2% increase. The largest percentage of this growth will come from retail sales at bookstores, he said.

In the morning's keynote address, Harold Miller, CEO and president of Houghton Mifflin, stated that "in the final analysis, publishing is still a gut business, and to capitalize on all the attractive numbers, someone has to have an idea, and someone else has to recognize whether the idea will fly." His perception of what is going on in the various areas of book publishing—trade, educational and institutional—is that "people are looking for something different from the traditional." In education, he pointed out, there is a "fragmentation process," especially as more areas of the country are becoming more self-reliant in developing their own approach to learning, not following curriculum guides or depending on the information in nationwide singular basal programs. He suggested that computers and software increasingly are being used to provide students with opportunities for learning certain subjects, particularly science and math. The common strain, he noted, is to find other ways to convey fundamental ideas. He pointed to the growing percentage of students in religious and private schools; the increasing number of students in lower grades; and the need for more bilingual educational programs.

Trade 'Healthy but Risky'

Crown executive vice-president Bruce Harris termed adult trade publishing "healthy but risky," asking if anyone could have predicted that a leading nonfiction bestseller in summer 1988 would be a book on relativity and quantum physics by a Cambridge professor who uses a voice synthesizer. He noted the strength of serious nonfiction as well as the upward sales trends of quality fiction. "We are seeing a flight to quality," said Harris. At the same time, he continued, popular authors like Krantz and Steel do better with each book, New Age continues to flourish and there is no diminution in unit sales of cookbooks and lifestyle titles despite higher cover prices. Another plus is that "maturity is getting hot," Harris said, pointing to the "graying of America, and the need for more books on health, finance and emotional happiness."

Noting that when he came into the business, wisdom held that a book called *Lincoln's Doctor's Dog* would be an instant bestseller, since books on any of the three subjects sold strongly, he suggested that a more appropriate title for the 1990s would be *Unidentified Flying Cats and a Rising American Mind.*

The biggest growth area in trade books has been in the children's sector, and Janet Schulman, division vice-president and associate publisher of juvenile trade at Random House, offered three basic reasons for the boom: more children as the baby-boom generation has offspring; more retail outlets, including mass market and specialty booksellers (up to 350 stores); and a generation of college-educated parents, "skeptical of schools, who are taking things into their own hands."

This growth, Schulman pointed out, comes with higher risks as more advertising is being poured into children's books and returns are increasing. As competition becomes stronger, she suggested that it is becoming harder to build a backlist. At the same time, after many "rocky years," the institutional market "is reliable again, and many libraries are working in tandem with bookstores."

Funerals for Licensed Characters

While the "buzzword a few years ago was licensed characters," Schulman happily reported that she has had funerals for Strawberry Shortcake, the Smurfs, My

Little Pony and Rainbow Brite. The only area where these characters are alive and well, she said, is in coloring and activity books. Pointing out that these licenses were toy-driven, Schulman added that Disney and Sesame Street books are still strong.

She was amused, she said, by the current requests of mass marketers who want more "generics," their word for what she fondly refers to as the basic, traditional books—"and their sales are stronger than they have been in 10 years."

Alarming Returns

Marvin Brown, president of Viking Penguin, played Cassandra at the trends panel, noting that if a trend "is a direction," paperback must be a non-trend. Despite a surge in April mass market sales, he pointed to flat sales over the past three years and said, "I cannot see this trend turning upward." Another alarming statistic is the increasing rate of returns—40.6% in 1987 and 41.6% in the first four months of 1988. He emphasized that he was not reflecting on the profitability of the paperback industry but on its growth.

Brown cited several reasons for the flat picture, including the great growth in adult and children's hardcovers. There is also the issue of "perceived value," said Brown, pointing out that the mass market to hardcover pricing ratio used to be about 8:1 or 10:1 and is now more like 4:1 or 3:1—even less when discounting is considered.

Another factor is the availability of hardcover books in a greater number of outlets and the fact that the bestsellers are getting mass market–like distribution. He reminded the audience that Theodore White's first book, *The Making of the President 1960*, selling at $6.95, was on the *New York Times* list for 52 weeks and sold 120,000 hardcovers. "That figure," he said, "doesn't even get you on a list these days."

Another problem for mass marketers is the "continuing disintegration" of the wholesale business and the fact that, for many direct magazine jobbers, paperbacks are a dwindling part of their operations. Returns in the wholesale sector, he noted, are a whopping 56%.

Another worrying trend is the increasing difficulty for mass market publishers of maintaining their backlists: mass market titles are brought for a specific number of years, and as the terms expire, the titles are reverting back to the original hardcover publishers, who then place them in their trade paperback lines.

STP Growth in Pricing, Not Unit Sales

Another downbeat trend was described by Charles R. Ellis, senior vice-president of John Wiley & Sons. He noted that the technical, scientific and professional sector of the business had been growing over the last five years at a 9.5% rate and that this sector will continue to grow; most of the growth, however, is from pricing, not unit sales.

He was concerned about the increasing trend of libraries to do more "resource sharing, interlibrary lending or, in other words, more trading of photocopies." STP books are being challenged because librarians are giving priority to periodicals and journals, and the previous conventional wisdom of estimating acquisition budgets at 60% for periodicals and 40% for books is moving in the direction of 80%:20%. At the same time, the number of journals has expanded dramatically, Ellis said, and many of these journals are increasingly more expensive. "They are mopping up the available money," he warned.

Areas that seem not to be affected, said Ellis, are the large multivolume, multiauthored reference works, though they, too, may face challenges from the innovations in electronic technology. Less worrisome is the international marketplace where scientific and technical titles enjoy their strongest sales. Certain markets like Europe and the U.K. are expanding, as well as some areas in Asia. At the same time, cutbacks for STP books can be expected in the Middle East and China. —DAISY MARYLES

Harper & Row, San Francisco, Realigns, Hiring New Staff

Harper & Row, San Francisco, the religious book division of Harper & Row Publishers, has announced the expansion and reorganization of its West Coast operation with the hiring or promotion of 22 people into new positions as directors, managers and coordinators in the division's marketing, editorial and production departments.

While the reorganization has been a gradual process since January, the announcement comes just weeks after George Craig, who had been acting joint chief executive operating officer of Harper & Row, was named president and chief executive officer.

Apparently the expansion has no direct relation to last year's acquisition of Harper & Row by Rupert Murdoch's News Corporation and William Collins. (The two companies own 50% of Harper & Row.)

According to Bob Manley, the new director of marketing and operations, "The expansion of the religious division is in line with the whole direction and leadership of the company as a whole." Manley, who joined Harper & Row San Francisco in January after three years as president of the book group of Zondervan Corporation, planned the reorganization with publisher Clayton Carlson.

"The expansion of our marketing division has been a long time in coming," adds Carlson. "New York has just encouraged us to think bolder."

Harper & Row San Francisco now publishes 150 titles a year in the areas of religion (both trade and academic titles), church school curriculum, alternative religions (anything not Judeo-Christian—from feminist spirituality to New Age), and wellness and recovery. Eighteen years ago, Harper & Row began publishing books on chemical dependency when "we didn't even know what it meant." Since the subject crossed over into the mainstream, the house has had several bestsellers, including *Codependent No More*, which is currently selling 40,000 copies a month. The new positions in editorial reflect Harper & Row's desire to increase its presence in the evangelical Christian market, where it has had significant success with such authors as Richard Foster, Carolyn Koons, Bruce Larson, Keith Miller and Lew Smedes.

Although Harper & Row doesn't release its growth figures, in the last 10 years the West Coast division has expanded from 13 displaced New Yorkers to over 50 employees. "It's been fascinating to see the company absolutely blossom," says Carlson. "Most religious publishing is done from the point of view of pushing a particular party line, but we glory in diversity."

The marketing division has grown by 11, including Robin Seaman, formerly at Oxford University Press, as marketing manager for trade books, and John Topliff, formerly of Spring Arbor, as director of religious markets.

The five new people in editorial comprise the evangelical team and include Tom Grady, senior editor; Lonnie Hull, editor; Jarrell McCracken and Floyd Thatcher, consulting editors. Bernie Scheier, who has 20 years' experience in religious publishing, is the new director of production and manufacturing, a department that has just added an additional five positions. —LISA SEE

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A Publishing Summit: The IPA in London
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Publishers Weekly

A CAHNERS/R.R. BOWKER PUBLICATION THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING JULY 22, 1988 $2.50

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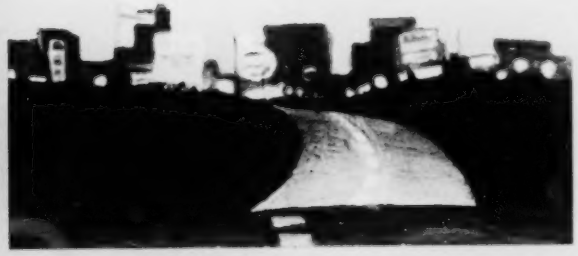

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Publishers Weekly

VOLUME 234 NUMBER 4
ISSN 0000-0019

THE INTERNATIONAL NEWS MAGAZINE OF BOOK PUBLISHING

JULY 22, 1988

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Book Sales Rise 9.2% to $11.45 Billion in 1987

Book sales in 1987 totaled $11,447,200,000, an increase of 9.2% or $963 million over 1986, according to estimates by the Association of American Publishers. In 1986 the increase over the previous year was only 5.8%.

Rack-sized Mass Market Paperbacks, which posted nearly flat sales in 1986, were up 12.8% in 1987, to $894 million. Other categories reporting highest percentage increases were: Trade Books (up 15.9% to $2.4 billion), Religious Books (up 13.4% to $539 million) and Book Clubs (up 11.6% to $779 million).

Association of American Publishers, Inc.
Estimated Book Publishing Industry Sales 1972, 1977, 1982, 1986–87

Millions of Dollars

	1972	1977	1982		1986		1987			
	$	$	$	% chg from 77	$	% chg from 82	$	% chg from 86	% chg from 82	% chg from 77
Trade (Total)	444.8	887.2	1355.5	52.8	2095.5	54.6	2428.5	15.9	79.2	173.7
Adult Hardbound	251.5	501.3	671.6	34.3	1025.8	52.7	1211.5	18.1	80.4	141.7
*Adult Paperbound**	82.4	223.7	452.0	102.1	683.5	51.2	767.6	12.3	69.8	243.1
Juvenile Hardbound	106.5	136.1	180.3	32.5	290.1	60.9	334.5	15.3	85.5	145.8
Juvenile Paperbound	4.4	26.1	51.5	97.3	96.1	86.6	114.9	19.6	123.1	340.2
Religious (Total)	117.5	250.6	390.0	55.6	475.5	21.9	539.3	13.4	38.3	115.2
Bibles, Testaments, Hymnals & Prayerbooks	61.6	116.3	163.7	40.8	182.9	11.7	210.7	15.2	28.7	81.2
Other Religious	55.9	134.3	226.2	68.4	292.6	29.4	328.6	12.3	45.3	144.7
Professional (Total)	381.0	698.2	1230.5	76.2	1722.5	40.0	1845.2	7.1	50.0	164.3
Technical & Scientific	131.8	249.3	431.4	73.0	579.1	34.2	635.9	9.8	47.4	155.1
Business & Other Professional	192.2	286.3	530.6	85.3	747.5	40.9	796.8	6.6	50.2	178.3
Medical	57.0	162.6	268.5	65.1	395.9	47.4	412.5	4.2	53.6	153.7
Book Clubs	240.5	406.7	590.0	45.1	698.4	18.4	779.4	11.6	32.1	91.6
Mail Order Publications	198.9	396.4	604.6	52.5	620.6	2.6	627.4	1.1	3.8	58.3
Mass Market Paperback Rack-Sized	250.0	487.7	685.5	40.6	792.3	15.6	893.7	12.8	30.4	83.2
University Presses	41.4	56.1	122.9	119.1	160.5	30.6	172.1	7.2	40.0	206.8
Elementary & Secondary Text	497.6	755.9	1051.5	39.1	1604.0	52.5	1705.1	6.3	62.2	125.6
*College Text***	375.3	649.7	1142.4	75.8	1409.8	23.4	1521.2	7.9	33.2	134.2
Standardized Tests	26.5	44.6	69.7	56.3	96.6	38.6	101.9	5.5	46.2	128.5
Subscription Reference	278.9	294.4	396.6	34.7	501.2	26.4	516.2	3.0	30.2	75.3
AV & Other Media (Total)	116.2	151.3	148.0	-2.2	211.1	42.6	213.0	0.9	43.9	40.8
Elhi	101.2	131.4	130.1	-1.0	177.4	36.4	174.7	-1.5	34.3	33.0
College	9.2	11.6	7.9	-31.9	13.5	70.9	15.1	11.5	91.1	30.2
Other	5.8	8.3	10.0	20.5	20.2	102.0	23.2	14.9	132.0	179.5
Other Sales	49.2	63.4	77.1	21.6	96.5	25.2	104.2	8.0	35.1	64.4
Total	3017.8	5142.2	7864.3	52.9	10484.5	33.3	11447.2	9.2	45.6	122.6

Includes Non-Rack-Sized sales by Mass Market Publishers of $113.5 million in 1982; $172.9 million in 1986, and $200.0 million in 1987.

* The added reporting of certain mass market publishers in 1985 and 1986 has given this survey data from *all* major MMPB publishers. Based on this information, it would seem that our estimates of the industry sales were virtually "on the mark." However, to allow for the few small nonreporting MMPB publishers, we have increased our 1982 estimate by $20 million, and our 1986 estimate by $30 million.

** The Higher Education Division of AAP has requested the Statistical Service Center to conduct an independent survey of college publishers. For 1987, this survey of 50 college publishers, which in the opinion of the Higher Education Division Statistics Committee represent the majority of known college publishers, reported sales of $1249.1 million.